

1. Research Agenda

Market-based assets – I focus brands and reputation – attract my research interest. These assets do not materialize like physical objects but rather depend on subjective perceptions of the firm’s stakeholders. Despite their intangibility, strong brands and healthy reputations are important resources and promise competitive advantage for firms because they guide, like an invisible hand, the behavior of stakeholders towards firms.

My research goal is to gain a deeper understanding of brands and reputation. To structure my research, I look on those market-based assets from two angles: activities and actors.

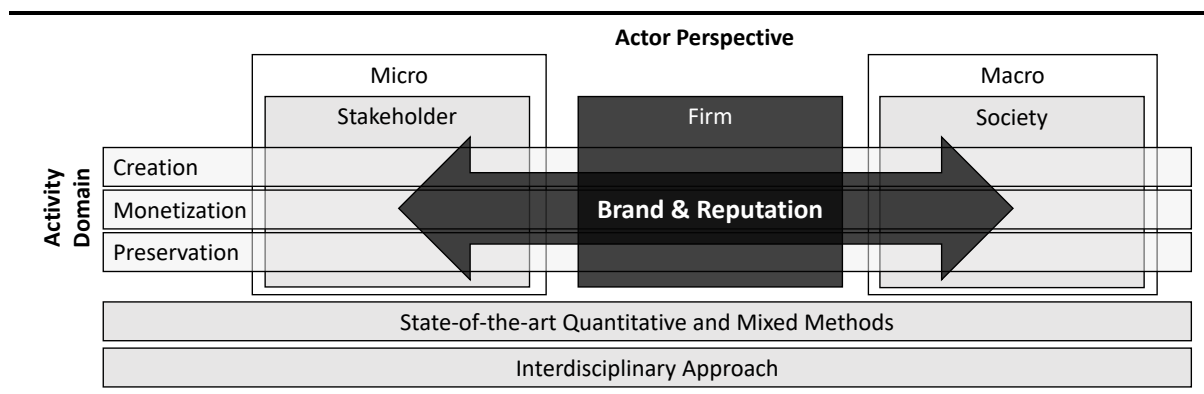
On the activity level, I distinguish three domains: creation, monetization, and preservation of market-based assets. In the domain “creation”, I examine how investments into marketing actions like advertising can build brands and reputation. In the domain “monetization”, my research analyzes the contribution of brands and reputation to the financial performance of firms. In the domain “preservation”, I research how negative events such as scandals affect brands and how firms protect their valuable brands and reputation through prevention and recovery measures.

On the actor level, I embrace two perspectives: the interaction of firms with their primary stakeholders (micro level) and with society (macro level). Adopting the micro perspective, I focus how brands affect consumer and financial actor behavior, and how firms can then leverage brands and reputation to gain a competitive advantage. Yet, in the long-term, firms may risk their legitimacy and license to operate because some of their brand and reputation related actions can create externalities which jeopardize moral integrity and welfare at the macro level. Therefore, my research also looks at the social responsibility and accountability of firms. For example, one of my studies reveals how firms violate social norms by portraying women and minorities in their advertising in a stereotypical way.

To answer my research questions, I look for strong empirical proof. I therefore apply a variety of state-of-the-art quantitative methods to data originating from the field, lab experiments, and surveys. I am increasingly employing mixed methods approaches to get more robust evidence and a more complete picture for the phenomenon under study. For example, one of my works published recently combines lab experiments to study consumer response and field observations to study investor response.

Further, I draw on theories and methods originating from other business domains such as finance, accounting, and strategic management, as well as other disciplines including communication and law. This interdisciplinary approach is important to fully understand the strategic value of brands and reputation. My research therefore offers many collaboration potentials outside marketing.

Overview of Research Agenda



2. Publications

Articles in top tier journals with double-blind review system (VHB JOURQUAL 3: A+/A)

1. Raithel, S.; Hock, S. J. (2020): The Crisis-Response Match: An Empirical Investigation, *Strategic Management Journal*, Online First, doi:10.1002/smj.3213.
Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM), Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital, 2018, Munich.
2. Hock, S. J.; Raithel, S. (2020): Managing Negative Celebrity Endorser Publicity: How Announcements of Firm (Non)Responses Impact Stock Returns, *Management Science*, 66(3), 1473-1495.
Harvard Business Review featured this article: When Scandal Engulfs a Celebrity Endorser, *Harvard Business Review*, 2019, 97(3), 21-24.
3. Raithel, S.; Schwaiger, S. (2015): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Strategic Management Journal*, 2015, 36(6), 945-956.
4. Luo, X.; Wang, H.; Raithel, S.; Zheng, Q. (2015): Corporate Social Responsibility, Analyst Stock Recommendations, and Firm Future Returns, *Strategic Management Journal*, 36(1), 123-136.
5. Luo, X.; Raithel, S.; Wiles, M. (2013): The Impact of Brand Rating Dispersion on Firm Value, *Journal of Marketing Research*, 50(3): 399-415.
Harvard Business Review featured this article: Making the Most of a Polarizing Brand, *Harvard Business Review*, 2013, 91(11): 29-31.
6. Raithel, S.; Sarstedt, M.; Scharf, S.; Schwaiger, M. (2012): On the Value Relevance of Customer Satisfaction. Multiple Drivers and Multiple Markets, *Journal of the Academy of Marketing Science*, 40(4): 509-525.
Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM), Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital, 2009, Dresden.

Articles in second-tier journals with double-blind review system (VHB JOURQUAL 3: B)

7. Lorena Blasco-Arcas, L.; Alexander, M.; Sörhammar, D.; Jonas, J. M.; Raithel, S.; Chen, T. (2020): Organizing Actor Engagement: A Platform Perspective, *Journal of Business Research*, Online First, doi.org/10.1016/j.jbusres.2020.06.050.
8. Schreck, P.; Raithel, S. (2018): Corporate Social Performance, Firm Size, and Organizational Visibility: Distinct and Joint Effects on Voluntary Sustainability Reporting, *Business & Society*, 57(4): 742-778.
9. Raithel, S.; Taylor, C. R.; Hock, S. (2016): Are Super Bowl Ads a Super Waste of Money? The Intermediary Role of Brand Equity on Stock Price, *Journal of Business Research*, 69(9): 3788-3794.
The management magazine *Strategy+Business* featured this article on its website: Doing the Super Bowl Ad Math, Feb 1st 2017, <https://www.strategy-business.com/blog/Doing-the-Super-Bowl-Ad-Math>

10. Chang, H. L.; Ko, E.; Tikkanen, H.; Phan, M. C. T.; Aiello, G.; Donvito, R.; Raithel, S. (2014): Marketing mix and customer equity of SPA brands: Cross-cultural perspectives, *Journal of Business Research*, 67(10): 2155-2163.
11. Panico, M.; Raithel, S.; Michel, E. (2014): The Effect of Communication on Employer Reputation, *Journal of Media Economics*, 27(4): 181-198.

Manuscripts with revise & resubmit at top/second tier journals (VHB JOURQUAL 3: A/B)

- Mafael, A.; Hock, S. J.; Raithel, S.: Managing Customer Satisfaction after a Product Recall: The Roles of Remedy Choice and Brand Equity, *Journal of the Academy of Marketing Science*, revise & resubmit.
- Mafael, A.; Taylor, C. R.; Stewart, D.; Raithel, S.: Measuring the Role of Uniqueness and Consistency in Developing Effective Ads, *Journal of Advertising*, revise & resubmit.

Articles in other journals with double-blind review system (VHB JOURQUAL C/D or not ranked)

12. Raithel, S.; Jacob, F.; Benkenstein, M. (2020): Tuning the Sounds of Service: Essays in Honour of Michael Kleinaltenkamp, Editorial of the Special Issue, *Journal of Service Management Research*, 4(2), 70-74.
13. Taylor, C. R.; Mafael, A.; Raithel, S.; Anthony, C. M.; Stewart, D. W. (2019): Portrayals of Minorities and Women in Super Bowl Advertising, *Journal of Consumer Affairs*, 53(4), 1535-1572.
14. Köhler, I.; Raithel, S. (2018): Understanding Stakeholder's Cognitive Information Processing during Transgression-Based Corporate Crises, *Corporate Communication: An International Journal*, 23 (4), 512-527.
15. Kleinaltenkamp, M.; Minculescu, I.; Raithel, S. (2017): Customization of B2B Services: Measurement and Impact on Firm Performance, *Journal of Service Management Research*, 1(1), 39-56.
16. Sarstedt, M.; Gudergan, S.; Ringle, C.; Raithel, S. (2014): In Pursuit of Understanding What Drives Fan Satisfaction, *Journal of Leisure Research*, 46(4), 419-447.
17. Schwaiger, M.; Raithel, S. (2014): Reputation und Unternehmenserfolg, *Management Review Quarterly (Journal für Betriebswirtschaft)*, 64(4): 225-259.
18. Raithel, S.; Scharf, S.; Taylor, C. R.; Schwaiger, M.; Zimmermann, L. (2011): Marketing Accountability: Applying Data Envelopment Analysis to Assess the Impact of Advertising Efficiency on Shareholder Value, *Advances in International Marketing*, 22: 115-139.
19. Raithel, S.; Scharf, S. (2011): Market-based Assets – Die Trumpfkarte für das Reporting, *Marketing Review St. Gallen*, 3(2011): 54-59.
20. Raithel, S.; Wilczynski, P.; Schloderer, M. P.; Schwaiger, M. (2010): The Value-relevance of Corporate Reputation during the Financial Crisis, *Journal of Product and Brand Management*, 19(6), 389-400.

21. Raithel, S.; Scharf, S.; Schwaiger, M. (2008): Marketingerfolg richtig messen: Optimale Kennzahlensysteme, *Marketing Review St. Gallen*, 2(2008), 8-13.

Work in progress (advanced stage only)

- Brand Identification, target: *Journal of the Academy of Marketing Science*, data collection in progress. (together with Höchst, M.)
- Consumer-based Brand Perception and Financial Performance of International Firms: A Multinational Study, target: *International Journal of Research in Marketing*, data analysis in progress. (together with Quaiser, M. L.)
- Definition of Corporate Reputation in Accounting and Management Research: Towards a Synthesis, target: *Accounting, Organizations and Society*, manuscript in preparation. (together with Bigus, J.; Hua, M.)
- Investigating How Electronic Negative Word-of-Mouth Interactions between Customers and Firms Influence the Reactions of Other Consumers, target: *Journal of the Academy of Marketing Science*, manuscript in preparation. (together with Hausmann, M; Niemann, A.; Mafael, A.; Schwaiger, M.)
- Reputation Risk: Measuring and Managing Volatile Reputation Perceptions, target: *Strategic Management Journal*, manuscript in preparation. (single author project)
- Super Bowl Advertising and Brand Performance, *Journal of Marketing*, data collection in progress (together with Mafael, A.; Taylor, C. R.; Stewart, D.)
- Voluntary Disclosure of Brand Information and Firm Performance: A Text Mining Approach, target: *Marketing Science*, data analysis in progress. (together with Zhang, Q.; Galande, A.)

Books

22. Sarstedt, M.; Schütz, T.; Raithel, S. (2018): IBM SPSS Syntax, 3. Ed., München: Vahlen.
23. Raithel, S. (2011): Market-based Assets and Financial Performance, Dissertation, München.

Articles in books and journals without peer review system

24. Raithel, S. (2020): Risikomanagement im Marketing, Bruhn, M; Kirchgeorg, M.; Burmann, C. [Eds.]: *Marketing weiterdenken*, 2nd Ed., Berlin: Springer, forthcoming.
25. Sarstedt, M.; Schütz, T.; Raithel, S. (2019): Effizientes Datenmanagement mit der SPSS Syntax: Eine Einführung, *Wissenschaftliches Studium*, 48, 57-62.
26. Luo, X.; Wiles, M.; Raithel, S. (2013): Making the Most of a Polarizing Brand, *Harvard Business Review*, 91(11), 29-31.
27. Schwaiger, M.; Raithel, S. (2012): Evaluating Corporate Reputation: The Link with Corporate Financial Performance, Gambetti, R.; Quigley, S. [Eds.]: *Managing Corporate Communication: A Cross-Cultural Approach*, London: Palgrave Macmillan, 457-480.

28. Schwaiger, M.; Raithel, S.; Rinkenburger, R.; Schloderer, M. P. (2011): Measuring the Impact of Corporate Reputations on Stakeholder Behavior, Burke, R.; Martin, G.; Cooper, C. [Eds.]: *Corporate Reputation: Managing Threats and Opportunities*, Burlington: Ashgate Publishing Limited, 61-88.
29. Schwaiger, M.; Raithel, S.; Scharf, S.; Rinkenburger, R. (2010): Erfolgsfaktor Reputation: Steuerung eines immateriellen Werttreibers, *Controlling: Zeitschrift für erfolgsorientierte Unternehmenssteuerung*, 22(2), 89-95.
30. Ebert, T. A. E.; Raithel, S. (2009a): Operationalisierung latenter Variablen, *Wirtschaftswissenschaftliches Studium*, 38 , 125-130.
31. Ebert, T. A. E.; Raithel, S. (2009b): Leitfaden zur Messung von Konstrukten, Schwaiger, M.; Meyer, A. [Eds.]: *Theorien und Methoden der Betriebswirtschaft*, München: Vahlen, 511-540
32. Raithel, S. (2009): Einführung in die kovarianzbasierte Analyse von Strukturgleichungsmodellen mit latenten Variablen am Beispiel der LISREL-Software, Schwaiger, M.; Meyer, A. [Eds.]: *Theorien und Methoden der Betriebswirtschaft*, München: Vahlen, 541-572.
33. Schwaiger, M.; Raithel, S.; Schloderer, M. (2009): Recognition or Rejection – How a Company's Reputation Influences Stakeholder Behavior, Klewes, J.; Wreschniok, R. [Eds.]: *Reputation Capital – Building and Maintaining Trust in the 21st century*, Berlin: Springer, 39-55.
34. Schwaiger, M.; Wilczynski, P.; Raithel, S. (2009): Unternehmensreputation und finanzieller Erfolg, Burghof, H.-P.; Johanning, L.; Schäfer, K.; Wagner, H.; Rodt, S. [Eds.]: *Risikomanagement und kapitalmarktorientierte Finanzierung, Festschrift zum 65. Geburtstag von Bernd Rudolph*, Frankfurt am Main: Knapp, 229-250.
35. Hamorí-Satzinger, M.; Wagner, A.; Thierauf, M.; Raithel, S. (2006): Kundenbewertung, Bauer, H.H.; Stokburger, G.; Hammerschmidt, M. (Eds.): *Marketing Performance*, Wiesbaden: Gabler, 329-341.

Articles and abstracts in proceedings of conferences

36. Kleinaltenkamp, M.; Nenonen, S.; Raithel, S.; Storbacka, K. (2019): Solution Business Fitness: Measuring and Managing Across Business Logics and Functions, Proceedings of the Proceedings of the 49th European Marketing Academy Conference, Hamburg, Germany.
37. Mafael, A.; Raithel, S.; Hausmann, M.; Niemann, A.; Schwaiger, M. (2019): The influence of online complaints on third party consumers, Proceedings of the Proceedings of the 49th European Marketing Academy Conference, Hamburg, Germany.
38. Raithel, S.; Mafael, A.; Taylor, C. R.; Stewart, D.W. (2019): Scoring touchdowns with Super Bowl advertising - The impact of uniqueness and consistency on buzz, Proceedings of the Proceedings of the 49th European Marketing Academy Conference, Hamburg, Germany.
39. Raithel, S.; Hock, S. (2018): The Impact of Product Recall Strategies on Customers and Investors, Proceedings of the 14th Conference on Visualizing, Measuring and Managing Intangibles and Intellectual Capital of the European Institute for Advanced Studies in Management (EIASM) in Munich, Germany [Conference Best Paper Award].

40. Raithel, S.; Hock, S.; Mafael, A. (2018): Exploring Actual and Ideal Product Recall Strategies: The Moderating Role of Brand Equity, Proceedings of the 48th European Marketing Academy Conference, Glasgow, UK.
41. Hausmann, M.; Eberhardt, J.; Raithel, S.; Schwaiger, M. (2017): The Interplay of Consumer Engagement in Social Media and Brand Favorability, Proceedings of the AMA Winter Marketing Educators' Conference, Orlando, FL, USA.
42. Hock, S.; Raithel, S. (2017): A Stock Market Perspective on Firm Responses to Celebrity Endorser Scandals, Proceedings of the AMA Winter Marketing Educators' Conference, Orlando, FL, USA.
43. Raithel, S.; Hock, S. (2017): Managing Product Recalls, Proceedings of the 2017 Australian & New Zealand Marketing Academy Conference, Melbourne, Australia.
44. Raithel, S.; Hock, S.; Mafael, A. (2017): The Impact of Product Recall Strategies on Customer Satisfaction: The Mediating Role of Moral Judgment, Proceedings of the 47th European Marketing Academy Conference, Groningen, Belgium.
45. Hock, S.; Raithel, S. (2016): Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?, Proceedings of the 45th European Marketing Academy Conference, Oslo, Norway.
46. Jonas, J. M.; Blasco-Arcas, L.; Alexander, M.; Sörhammer, D.; Raithel, S.; Chen, T. (2017): Exploring business actor engagement in service systems through engagement platforms, Proceedings of the 15th International Research Symposium on Service Excellence in Management, Porto, Portugal.
47. Raithel, S.; Hausmann, M.; Eberhardt, J.; Schwaiger, M. (2017): Brand Management in Social Media, Proceedings of the 2017 Australian & New Zealand Marketing Academy Conference, Melbourne, Australia.
48. Wiles, M. A.; Raithel, S. (2016): The Role of the Recruitment Brand on Service Firms' Performance, Proceedings of the AMA Winter Marketing Educators' Conference, Las Vegas, NV, USA.
49. Raithel, S.; Taylor, R. C.; Stewart, D. W. (2015): Short- and Long-Term Effects of Advertising on Brand Equity: Analysis of the Super Bowl as a Major Brand-Building Event, Proceedings of the 44th European Marketing Academy Conference, Leuven, Belgium.
50. Hock, S.; Raithel, S. (2014a): Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?, Proceedings of the AMA Winter Marketing Educators' Conference, Orlando, FL, USA.
51. Hock, S.; Raithel, S. (2014b): Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?, Proceedings of the International Crisis & Risk Communication Conference, Orlando, FL, USA.
52. Raithel, S.; Schwaiger, M. (2014): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, Proceedings of the 75th German Academic Association for Business Research (VHB), Leipzig, Germany.
53. Raithel, S.; Taylor R. C. (2014): Do Super Bowl Ads Build Brands?, Proceedings of the AMA Winter Marketing Educators' Conference, Orlando, FL, USA.

54. Raithel, S.; Taylor R. C.; Hock, S. (2014): Are Super Bowl Ads a Super Waste of Money? The Intermediary Role of Brand Equity on Stock Price, Proceedings of the Global Marketing Conference of the KSMS, Singapore.
55. Luo, X.; Raithel, S.; Wiles, M. (2013a): The Dual Impact of Brand Rating Dispersion on Firm Value, Proceedings of the AMA Winter Marketing Educators' Conference, Las Vegas, NV, USA.
56. Luo, X.; Raithel, S.; Wiles, M. (2013b): The Impact of Brand Rating Dispersion on Firm Value, Proceedings of the Marketing Strategy Meets Wall Street III Conference, Frankfurt.
57. Luo, X.; Raithel, S.; Wiles, M. (2013c): The Impact of Brand Rating Dispersion on Firm Value, Proceedings of the AMA Summer Marketing Educators' Conference, Boston, MA, USA. Hock, S.; Raithel, S. (2012): Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms, Proceedings of the 41th Academy of Marketing Science Annual Conference, New Orleans, LO, USA.
58. Raithel, S.; Schwaiger, M. (2013): The Differential Impacts of Advertising Media on Consumers and Investors, Proceedings of the AMA Summer Marketing Educators' Conference, Boston, MA, USA.
59. Schreck, P.; Raithel, S. (2013): Revealing or Substituting for Corporate Social Performance? Functions of CSR Disclosures, Proceedings of the 2013 Annual Meeting of the Academy of Management, Orlando, FL, USA.
60. Hock, S.; Raithel, S.; Rinkenburger, R. (2012): Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms, Proceedings of the 74th Conference of the German Academic Association for Business Research (VHB), Bozen, Italy.
61. Luo, X.; Raithel, S.; Sarstedt, M. (2012): Do Brands Really Work? Dynamics and Heterogeneity of Brand Performance, Proceedings of the 34th INFORMS Marketing Science Conference, Boston, MA, USA.
62. Sarstedt, M.; Wilczynski, P.; Diamantopoulos, A.; Raithel, S. (2012): A Comparative Evaluation of Different Single-Item Selection Procedures for Construct Measures. Proceedings of the 2012 Annual Conference of the Academy of Marketing Science, New Orleans, LO, USA.
63. Raithel, S.; Littich, M.; Schwaiger, M. (2012): Communication and Shareholder Value: Understanding the Impact of Economic and Social Values, Proceedings of the AMA Winter Marketing Educators' Conference, Saint Petersburg, FL, USA.
64. Raithel, S. (2011): The Differential Impact of Advertising Media on Investors, Proceedings of the Marketing Strategy Meets Wall Street II Conference, Boston, MA, USA.
65. Raithel, S.; Littich, M.; Schwaiger, M. (2011): The Differential Impact of Media Coverage Dimensions, Buzz, and Advertising on Stock Returns, Proceedings of the 73rd German Academic Association for Business Research (VHB), Kaiserslautern, Germany.
66. Raithel, S.; Sarstedt, M.; Scharf, S.; Schwaiger, M. (2011): On the Value-relevance of Customer Satisfaction as Key Antecedent of Customer Equity: Understanding the Roles of Multiple Drivers and Multiple Markets, Proceedings of the 2011 Korean Scholars of Marketing Science Fall International Conference, Seoul, South Korea.
67. Raithel, S.; Schwaiger, M.; Zimmermann, L. (2011): Predicting Stock Market Performance:

- Exploring the Differential Role of Stakeholder Groups' Perceptions of Corporate Reputation, Proceedings of the 15th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, New Orleans, LO, USA.
68. Scharf, S.; Zimmermann, L.; Raithel, S.; Schwaiger, M. (2011): Do Capital Markets Reward Marketing Communication Efficiency?, Proceedings of the 2011 ANZMAC Conference, Perth, WA, Australia.
 69. Raithel, S.; Scharf, S.; Schwaiger, M. (2010): Do Investors Reward Car Manufacturers Driving Customer Satisfaction, Proceedings of the 39th AMS Developments in Marketing Science Conference, Portland, OR, USA.
 70. Rinkenburger, R.; Hock, S.; Raithel, S.; Schwaiger, M. (2010): Negative Spokesperson Publicity: The Financial Risk of Celebrity Endorsement, Proceedings of the 2010 Global Marketing Conference of the KAMS, Tokyo, Japan.
 71. Raithel, S. (2009a): The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX 30 Companies, Proceedings of the 38th Academy of Marketing Science Annual Conference, Baltimore, MD, USA.
 72. Raithel, S.; Scharf, S.; Schwaiger, M. (2009): Value-relevance of Customer Satisfaction: Empirical Evidence for Global Automobile Industry, Proceedings of the 5th EIASM Workshop on Visualizing, Measuring and Managing Intangible Assets and Intellectual Capital, Dresden, Germany [Conference Best Paper Award].
 73. Raithel, S.; Wilczynski, P.; Schloderer, M.; Schwaiger, M. (2009): Corporate Reputation in Times of Economic Crisis, Proceedings of the 5th International Conference of the Academy of Marketing's Brand, Identity and Corporate Reputation SIG, Cambridge, UK.
 74. Schloderer, M.; Raithel, S.; Wilczynski, P.; Schwaiger, M. (2009): Corporate Reputation in the Recruiting Market – Effects on the Willingness to Apply and on Salary Premiums, Proceedings of the 5th International Conference of the Academy of Marketing's Brand, Identity and Corporate Reputation SIG, Cambridge, UK.
 75. Schwaiger, M.; Raithel, S.; Schloderer, M. P. (2008): Recognition or Rejection – How a Company's Reputation Influences Stakeholder Behaviour, Proceedings of the 3. ECRS Symposium, Rom, Italien.

Transfer publications

76. Raithel, S. (2015): Der gute Ruf einer Hochschule: Über die Reputation von Organisationen, *Forschung & Lehre*, 10(2015): 818-819.
77. Raithel, S.; Ebert, T. A. E. (2008): Sinkendes Vertrauen der Bankkunden, *Banken und Partner*, 2(2008): 7.
78. Stahl, S.; Raithel, S. (2008): Two in One – Channel und Customer Relationship Management im indirekten Vertriebskanal, *Jahrbuch Dialogmarketing*, 2009: 64-65.

Other publications

79. Raithel, S. (2009b): *The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX Companies*, Discussion Paper, Münchener Wirtschaftswissenschaftliche Beiträge (BWL) 2009-5.
80. Hilbert, A.; Raithel S. (2004a): *Entwicklung eines Erklärungsmodells der Kundenbindung am Beispiel des High-Involvement-Produktes Automobil*, Arbeitspapier 45/04, Technische Universität Dresden.
81. Hilbert A.; Raithel S. (2004b): *Empirische Evaluation eines Kausalmodells zur Erklärung der Kundenbindung am Beispiel des High-Involvement-Produktes Automobil*, Arbeitspapier 46/04, Technische Universität Dresden.

Appearance in the media

- 4th Jul 2020: Der Fall Tönnies – Lehrstück vom verspielten Image, interview with *Die Glocke*.
- 6th Nov 2019: Für den Klimaschutz: Anstatt zu verzichten, wird in jungen Generationen eine andere Praxis zum Trend, interview with *Business Insider*.
- 2nd September 2019: Retro-Produkte im Trend: Warum Kassetten, Vinyl und Polaroid wieder beliebt sind, interview with *Deutsche Presse Agentur (DPA)* (featured by media channels including *WirtschaftsWoche*)
- 7th June 2019: Nestlé ist ein PR-Coup gelungen, interview with *faz.net* (leading news website in Germany)
- 21st January 2019: Verbraucher: mächtig oder doch eher ohnmächtig? TV interview with *Rundfunk Berlin-Brandenburg (RBB)*.
- 24th October 2018: 60 Jahre IKEA, radio interview with *Deutsche Presse Agentur (DPA)*.
- 24th October 2018: Ich bin Promi, ihr könnt Zeitschrift, interview with *Tagesspiegel*.
- 16th September 2018: Wie Ikea die Kunden immer wieder anlockt, interview with *n-tv.de* (leading news channel in Germany).
- 4th February 2018: Werbefreies Berlin, TV interview with *Rundfunk Berlin-Brandenburg (RBB)*.
- 28th August 2017: Tattoos and Chocolates: How PR Failed to Avert Air Berlin's Crash Landing, interview with *Handelsblatt Global*.
- 3rd August 2017: Mit diesen Plakaten wollen die Parteien um Ihre Stimme werben, interview with *Abendzeitung*.
- 6th August 2016: Sponsoring bei Olympia, TV interview with *n-tv* (leading news channel in Germany).
- 6th August 2016: Sportlern droht der Rauswurf durch das IOC: Diese Tweets sind bei Olympia verboten, interview with *Bild Online* (leading news channel in Germany).

- 22th July 2016: OLYMPIA: Turnier hat geringeres Marketingpotenzial für Firmen, interview with *Deutsche Presse Agentur (DPA)* (featured by leading media channels including *Spiegel Online*, *Focus Online*, *Bild Online*).
- 15th June 2015: Das Stadion als Werbeträger, interview with *Haller Kreisblatt*.
- 27th November 2015: Volkswagens Skandal-Aufarbeitung: Scheibchenweise aus der Krise, interview with *Automobilwoche*.
- 12th November 2015: VW Skandal – “Niemand will einen Flächenbrand”, interview with *Cicero – Magazin für politische Kultur*.
- 27th October 2015: Volkswagen scandal, TV interview with *Al Jazeera English*.
- 13th October 2015: Gimmicks an Zeitschriften als Kaufanreiz, radio interview with *ARD (Bayerischer Rundfunk, Bayern 2)*.
- 11th July 2015: Lebensart: Alltagsbedarf im Abonnement, radio interview with *ARD (Bayerischer Rundfunk, Bayern 2)*.
- 23th December 2013: Deutsche Weihnachtsbaumkönigin: Das Gesicht zur Tanne, interview with *Deutsche Presse Agentur (DPA)* (featured by *Märkische Online Zeitung*, *Westfälische Nachrichten*)
- 9th September 2013: SPD-Fliegenklatsche und CDU-Flip-Flops: Locken Wahlgeschenke an die Urne?, interview with *Deutsche Presse Agentur (DPA)* (featured by *n-tv.de*)